URBAN/MUNICIPAL
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1995/96

Annual Report 1995/96

amity helping people grow!
goodwill industries

. . . Growth and Adaptation . . .

The successful growth and adaptation of Amity Goodwill Industries over the past year is a result of the combined cooperative efforts of the Board and staff. Working to achieve goals and objectives clearly defined in our strategic plan has enabled Amity Goodwill Industries to offer new employment skills training programmes, increased retail facilities and more efficient means of operation. With the ongoing restructuring of the economy and society in Ontario, Amity will continue to play an even greater role as a human service leader in our community.

As retiring Board Chair I would like to express my sincere appreciation to my colleagues on the Board and to the staff of Amity Goodwill Industries who have made my three year tenure a worthwhile endeavour. It was particularly enjoyable to sit as Board Chair while Amity celebrated 60 years of service to people in Hamilton, Halton and surrounding areas.

I look forward to continuing my relationship with Amity as an active Past Chair and proactive member of my community.

URBAN MUNICIPAL
JUL 10 1996

Larry D. Hall
Board Chair

. . . New Ventures . . .

GOVERNMENT DOCUMENTS

The recent graduation of 35 employment skills training programme participants typifies the ongoing success that Amity Goodwill Industries has enjoyed this past year. New training programmes, primarily in the computer skills development area, resulted in employment for many people as well as a re-establishment of their self-esteem.

It has been a year of tremendous challenge and growth with the implementation of new operational methods and internal administrative systems. The end result is a more effective Amity which is better able to serve the public as a result of computerization and technological innovations. For example, the computerized tax receipt programme is now more efficient and more convenient for our donors.

The utilization of the new Amity logo has helped to emphasize our humanistic mission and our determination to provide a wider variety of employment training programmes and employment opportunities.

On behalf of everyone at Amity Goodwill Industries, I would like to extend my gratitude to the Board and Staff for their support and cooperation. I look forward to an exciting new year.

Peter McDonald
Executive Director

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. . . Board of Directors . . .

Officers:

T.H.L. Gallagher
Patron & Honourary Chair
Larry D. Hall, P.Eng.
Chair
Dorothy M. Lambeth
Vice Chair
K.P. MacDonald, C.A.
Vice Chair/Treasurer
Robert A. Ridge, CMA
Secretary

Directors:

Jim Annand
David R. Binns *
Ivan A. Bracalenti, MD
Betty Bunch *
Ted Capstick
Elizabeth Galuska
Ray Grace
Matthew Hall
Penelope Hill
Alison Hood
John M. Johnson, MD
David G. Lawson
Kenneth W. O'Neal
Paul H. Philp
Elizabeth Robinson
W. Ross Robinson

* = Resigned during the year

Honourary Directors:

J.L. Eckebrecht
R.T. Hamel
George J. House
Alfred R. Oliver
Mary E. Purdy, MD
Rollie A. Steed

Committee Members: Fred T. Brooks, Peter L. Hill, Richard Maraj, John H. Moore, Eleanor B. Morrow, Peter Palmer

. . . Management Team . . .

Executive Director:	*Peter McDonald*
Executive Assistant:	*Joyce Stewart*
Director of Finance & Human Resources:	*Bob McKinnell*
Director of Operations:	*Jack Palmer*
Director of Sales:	*Joanne Chrapko*
Director of Employment Skills Training:	*Sally Lewis*
Director of Community Relations/Marketing:	*Barry Coe*

An abundance of fresh merchandise arriving daily resulted in a number of favourable comments from customers

. . . Retail Success . . .

While retail sales across Canada were generally in the doldrums all of last year, the retail divison of Amity Goodwill Industries performed well above expectations due to the unbridled enthusiasm of store managers and their staff. Improved customer service combined with even greater value priced quality goods resulted in retail sales of $4,465,000. Happy customers enjoyed freshly painted stores, managers specials and the ever popular "looney racks". Another popular trend was the acceptance of our *Fashion Finds* department where brand name quality items are displayed in one area. An abundance of fresh merchandise arriving daily resulted in a number of favourable comments from customers. Continuous improvement in customer service, new racks, consistent signage and innovative new methods of merchandise display helped to stimulate increased sales.

The retail team also maintained a positive presence in the community by conducting a Christmas food drive on behalf of the Salvation Army and Mission Services, as well as donating clothing to worthy social service agencies such as the St. Vincent dePaul Society of Oakville. It should also be noted that the retail stores are used as employment training and assessment sites for Amity clients. The Retail Division will continue to thrive in the year to come as staff ensure Amity Goodwill Industries remains the premier place to shop for bargains while helping people in the Hamilton-Wentworth and Halton Regions with disabilities and employment barriers.

. . . Financial and Administrative Innovations . . .

As a result of adhering to a cost effective strategic plan and the hard work of everyone at Amity, the financial situation at the conclusion of this fiscal year was quite favourable.

A restructuring of the Finance Office and the implementation of new systems and computer procedures resulted in a more streamlined and efficient accounting department.

The Administrative/Office area was reorganized along with the tax receipt process resulting in the preparation and distribution of more timely and accurate tax receipts. The training area was significantly expanded including the addition of new computers and upgraded software.

Perhaps the greatest achievement of this past year was the success of our expanded computer training programmes and the significant role played by our Office Manager and the staff who joined us in this area.

Statement of Operating Revenue, Expense and Support for the year ending March 31, 1996

Goodwill Received from the Community (Revenue)	
Sales & Salvage	5,010,138
Rehabilitation Fees	822,649
Provincial Operating Grant	1,093,320
Contracts and Janitorial Services	162,508
Miscellaneous & Other Income	122,866
Food Services	103,903
Total Operating Income	**$7,315,384**
Goodwill Given Back to the Community (Expenses)	
To Tell the Goodwill Story	198,444
To Collect Donated Goods	1,076,682
To Process Donated Goods	937,890
To Sell Reconstituted Merchandise	1,939,077
To Provide Contracts & Janitorial Services	266,596
To Provide Rehabilitation Services	859,053
To Provide Food Services	164,597
To Provide Volunteer Services	10,846
To Provide Support Services	1,041,380
To Maintain Facilities	482,005
Total Operating Expense	**$6,976,571**
Excess of Operating Revenue	**$338,813**

. . . Community Relations/Marketing Activities . . .

It was an exciting year from a Community Relations perspective as increased marketing support was provided to all departments.

The highlight of the year was our 60th Anniversary Celebration held in September. It was a nostalgic evening as staff, friends and supporters enjoyed a musical tribute to Amity, reflecting on past accomplishments and future challenges. The evening climaxed with the unveiling of our new logo by Lillian Ross and David Christopherson, MPPs.

A new radio jingle, created to update our advertising, was so successful that it is now being utilized by London Goodwill Industries. With the cooperation of CHML Radio we produced a one hour Christmas radio show entitled *"A Goodwill Christmas"*. This programme was broadcast Christmas Eve and Christmas Day on 12 radio stations throughout Southern Ontario helping to build awareness for Goodwill Industries in Sarnia, London and St. Catharines as well as for Amity in the Greater Hamilton and Halton areas. The Hamilton chapter of the Canadian Public Relations Society recognized *"A Goodwill Chrismas"* with a Pinnacle Award in February.

Volunteer Services was enhanced with new recruitment practices designed to better match volunteer skills with volunteer opportunities at Amity and adherence to new government volunteer screening policies. Volunteers worked in a number of areas thoroughout Amity as well as at special events, and played an important role in the literacy programme. During the 1995/96 fiscal year, 93 volunteers contributed over 13,000 hours of service to Amity. Amity also placed 112 Community Service Order people in various departments for a total of 3,000 hours.

The new year will see the department more involved in supporting the ever expanding Retail and Sub-Contract Departments.

Public Support for Capital Needs	
Contributions, Bequests, Pledges	28,750
Spent for Improvements & Equipment	131,773
Final Position	**$235,790**

***93** volunteers contributed over **13,000** hours of service to Amity . . . in a number of areas . . .and played an important role in the literacy programme*

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. . . Operational Achievements . . .

Every year an increase in donated goods results in new operational challenges. This past year was no exception as the generosity of Amity supporters reached unparalled heights. As usual, the Operations crew cheerfully met the challenge and ensured the influx of goods was systematically collected, transported, processed, and delivered to stores to meet the expectations of happy customers. A revised layout of the third floor sorting and processing areas resulted in streamlining the flow of goods. Tax receipt stations were also repositioned to improve the steady flow of goods.

Expansion of the Sub-Contract Department resulted in additional revenue while the painting of the area increased the morale of employees working in this busy department.

All trucks in the transportation department were painted and the new Amity logo applied. Many deposit boxes and stores were also given a fresh coat of paint.

With the rapid expansion of the Sub-Contract and Retail divisions, the challenges facing the Operations Department will increase. However, as in the past, the combined efforts of the Operations team will continue to ensure effective solutions to any and all problems.

Interesting Operational Facts:

Tax Receipt Requests:	*46% increase*
Donations:	*37% increase*
Donors:	*214,775*
Donated Textiles:	*5,528,489 lbs.*
Donated Housewares:	*644,560 lbs.*
Donated Appliances:	*197,680 lbs.*
Total Weight of Goods Collected:	***6,370,729 lbs***

. . . Employment Skills Training — New Name and Programmes . . .

The Rehabilitation Department changed its name to Employment Skills Training this past year to better reflect the changes in programmes now offered.

We are serving more people with disabilities and disadvantages than ever before. Clients served increased by 50%, from 233 to 355. This total does not include programmes and services provided to our 100 Extended Training Clients who participated in a variety of upgrading and personal development programmes last year. Clients with orthopaedic disabilities increased by 58%, while those with employment disadvantages increased by 77%.

Another development was the increased use of classroom space for computer training, customer service, supported transitional employment placement and evaluation unit assessments. On-the-floor placements were strongest in the Electrical/Bicycle Repair Department where 60 clients participated in either a situational assessment, work adjustment training or work hardening programme.

Perhaps the greatest indicator of Amity's ongoing success was the graduation of 35 computer skills training and customer service students this past spring when it was announced Amity would continue to provide support to graduates in their job quest and ongoing development. Off-site training was another innovation this year with the Jackson Square customer service programme leading the way.

Amity will continue to develop new employment skills training programmes and expand services to the Oakville area in the 1996/97 fiscal year.

Employment Skills Training Programmes	**1995**
Number entering programmes	422
Already in programme March 31	127
Moved into other programme	49
Joined Amity workforce	17
Obtained employment	45
In programme at April 1	145
Clients Served in Programmes	
Extended Rehabilitation Clients	100
Evaluation Unit	124
Situational Assessment	75
Customer Service Skills	34
Work Hardening	69
STEP Placement	68
Computer Training	52
TOTAL SERVED	522

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